

WDAF-TV
RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form **must** be completed by WDAF-TV personnel as to **all requests**, both oral and written, for broadcast time to be used by or on behalf of a **candidate for public office**, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File **immediately** after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 7/17/12
- (2) Name of person making the request: CHRIS BRINER
- (3) Agency (if any): LWC MEDIA
- (4) Address of agency: 25 WHITLOCK PLACE SUITE 201
MARIETTA, GA 30064
- (5) Telephone number of agency: 770-427-0735
- (6) Name of candidate: CHRIS KOSTER
- (7) If sponsor is a Committee, name of Committee: MISSOURIANS 4 KOSTER
- (8) Address of Committee: PO BOX 1551
JEFFERSON CITY MO 65102
- Email Address: _____
- (9) Telephone number of Committee: 314-514-5684
- (10) Committee officers: _____
Chairman/Manager
- _____
Vice Chairman
- GARY MALLORY
Treasurer
- (11) Is it the candidate's authorized Committee? YES
Yes or No
- (12) Political Party of candidate: DEM.

COPY TO: ☐ STATION PUBLIC FILE



WDAF-TV

ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 09/18/12-09/23/12

Contract / Revision 574553 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Product
MISSOURIANS 4 KOSTER

Agency Com 15%
Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812005

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL11b

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 40% Market Value 26250

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 18% | 4725 |
| KCWE | % | 0 |
| KMBC | 18% | 4725 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 23% | 6037 |
| KSMO | 1% | 262 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| September 2012 | 22 | \$8,925.00 | \$10,500.00 | 0.00 | 08/27/12 | 09/23/12 | 22 | \$8,925.00 | \$10,500.00 |
| Totals | 22 | \$8,925.00 | \$10,500.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----------------|----|-------------------|-----------------|----------------------|-------------------|---------------------------|-------------|-----|---------------|----------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | 4 | 09/18/12 | 09/21/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | -TWTF-- | :30 | 4 | \$450.00 | 2 | 0.00 | NM | 4 | \$1,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -TWTF-- | 4 | | \$450.00 | | 0.00 | | | | | | |
| E 2 | 4 | 09/18/12 | 09/21/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -TWTF-- | :30 | 4 | \$300.00 | 3 | 0.00 | NM | 4 | \$1,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -TWTF-- | 4 | | \$300.00 | | 0.00 | | | | | | |
| E 3 | 4 | 09/22/12 | 09/22/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$225.00 | 2 | 0.00 | NM | 1 | \$225.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -----S- | 1 | | \$225.00 | | 0.00 | | | | | | |



WDAF-TV

ORDER

Print Date 09/12/12 Page 1 of 2

Flight Dates 09/24/12-09/30/12

Contract / Revision 574593 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Product
MISSOURIANS 4 KOSTERAgency Com 15%
Billing Contact25 Whitlock Place
Suite 201
Marietta, GA 30064Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate #
Alt Order # 09812006

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL11b

Priority 2

Advertiser Ref

Order Share 40% Market Value 46875

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 18% | 8437 |
| KCWE | % | 0 |
| KMBC | 18% | 8437 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 23% | 10781 |
| KSMO | 1% | 468 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|-------------|--------------|--------|
| September 2012 | 43 | \$15,937.50 | \$18,750.00 | 0.00 |
| Totals | 43 | \$15,937.50 | \$18,750.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12 | 09/30/12 | 43 | \$15,937.50 | \$18,750.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|----|-------------------|-----------------|------------------------|--------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | 4 | 09/24/12 | 09/28/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | MTWTF-- | :30 | 5 | \$450.00 | 2 | 0.00 | NM | 5 | \$2,250.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$450.00 | | 0.00 | | | |
| E 2 | 4 | 09/24/12 | 09/28/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | MTWTF-- | :30 | 5 | \$300.00 | 3 | 0.00 | NM | 5 | \$1,500.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$300.00 | | 0.00 | | | |
| E 3 | 4 | 09/24/12 | 09/28/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | MTWTF-- | :30 | 5 | \$150.00 | 2 | 0.00 | NM | 5 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$150.00 | | 0.00 | | | |



WDAF-TV

Print Date: 09/12/12

Page 2 of 2

Contract / Revision **574593** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser **Koster/D/Atty Gen/MO**

Product **MISSOURIANS 4 KOSTER**

Estimate #

| | | | | | | | | | | | | | Totals | |
|-------|----|-------------------|-----------------|------------------------------|--------|---------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | 4 | 09/29/12 | 09/29/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$225.00 | 2 | 0.00 NM | 1 | \$225.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | | 1 | \$225.00 | | 0.00 | | |
| E 5 | 4 | 09/30/12 | 09/30/12 | Su 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S | :30 | 1 | \$150.00 | 2 | 0.00 NM | 1 | \$150.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$150.00 | | 0.00 | | |
| E 6 | 4 | 09/24/12 | 09/28/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | MTWTF-- | :30 | 5 | \$225.00 | 2 | 0.00 NM | 5 | \$1,125.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$225.00 | | 0.00 | | |
| E 8 | 4 | 09/24/12 | 09/28/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | MTWTF-- | :30 | 5 | \$600.00 | 2 | 0.00 NM | 5 | \$3,000.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$600.00 | | 0.00 | | |
| E 11 | 4 | 09/24/12 | 09/28/12 | M-F 9-10p M-F 9-10p | CM-All | 9-10p | MTWTF-- | :30 | 5 | \$750.00 | 2 | 0.00 NM | 5 | \$3,750.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$750.00 | | 0.00 | | |
| E 13 | 4 | 09/30/12 | 09/30/12 | Su 9-10p Su 9-10p | CM-All | 9-10p | -----S | :30 | 1 | \$750.00 | 2 | 0.00 NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | |
| E 14 | 4 | 09/24/12 | 09/28/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | MTWTF-- | :30 | 5 | \$750.00 | 2 | 0.00 NM | 5 | \$3,750.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$750.00 | | 0.00 | | |
| E 15 | 4 | 09/24/12 | 09/28/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | MTWTF-- | :30 | 5 | \$300.00 | 3 | 0.00 NM | 5 | \$1,500.00 |
| NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$300.00 | | 0.00 | | |
| | | | | | | | | | | | | | Totals | 43 \$18,750.00 |



WDAF-TV

ORDER

Flight Dates 10/01/12-10/07/12

Contract / Revision 574599 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Product
MISSOURIANS 4 KOSTER

Agency Com 15%

Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812007

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL11b

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 40% Market Value 54375

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 18% | 9787 |
| KCWE | % | 0 |
| KMBC | 18% | 9787 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 23% | 12506 |
| KSMO | 1% | 543 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 48 | \$18,487.50 | \$21,750.00 | 0.00 | 10/01/12 | 10/07/12 | 48 | \$18,487.50 | \$21,750.00 |
| Totals | 48 | \$18,487.50 | \$21,750.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|----|-------------------|-----------------|------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | 4 | 10/01/12 | 10/05/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | MTWTF-- | :30 | 5 | \$400.00 | 3 | 0.00 | NM | 5 | \$2,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | 5 | | \$400.00 | | 0.00 | | | | | | |
| E 2 | 4 | 10/01/12 | 10/05/12 | M-F 7-9a M-F 7-9a | CM-All | 7-9a | MTWTF-- | :30 | 5 | \$375.00 | 3 | 0.00 | NM | 5 | \$1,875.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | 5 | | \$375.00 | | 0.00 | | | | | | |
| E 3 | 4 | 10/01/12 | 10/05/12 | M-F 9-10a M-F 9-10a | CM-All | 9-10a | MTWTF-- | :30 | 5 | \$200.00 | 3 | 0.00 | NM | 5 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | 5 | | \$200.00 | | 0.00 | | | | | | |



WDAF-TV

Print Date: 09/12/12

Page 2 of 2

Contract / Revision

574599

Flight Dates 10/01/12-10/07/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|-------|----|-------------------|-----------------|------------------------------|--------|-----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|-------------|
| | | | | | | | | | | | | | | Spots | Amount | |
| E 4 | 4 | 10/06/12 | 10/06/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$300.00 | 3 | 0.00 | NM | 1 | \$300.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | | | 1 | \$300.00 | | 0.00 | | | | |
| E 5 | 4 | 10/07/12 | 10/07/12 | Su 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$200.00 | | 0.00 | | | | |
| E 6 | 4 | 10/01/12 | 10/05/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | MTWTF-- | :30 | 5 | \$200.00 | 3 | 0.00 | NM | 5 | \$1,000.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$200.00 | | 0.00 | | | | |
| E 7 | 4 | 10/01/12 | 10/05/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | MTWTF-- | :30 | 5 | \$540.00 | 3 | 0.00 | NM | 5 | \$2,700.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$540.00 | | 0.00 | | | | |
| E 10 | 4 | 10/01/12 | 10/05/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | MTWTF-- | :30 | 5 | \$800.00 | 3 | 0.00 | NM | 5 | \$4,000.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | | |
| E 11 | 4 | 10/07/12 | 10/07/12 | Su 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | -----S | :30 | 1 | \$800.00 | 3 | 0.00 | NM | 1 | \$800.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | | 1 | \$800.00 | | 0.00 | | | | |
| E 12 | 4 | 10/01/12 | 10/05/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | MTWTF-- | :30 | 5 | \$800.00 | 3 | 0.00 | NM | 5 | \$4,000.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | | |
| E 13 | 4 | 10/01/12 | 10/05/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | MTWTF-- | :30 | 5 | \$375.00 | 3 | 0.00 | NM | 5 | \$1,875.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$375.00 | | 0.00 | | | | |
| E 14 | 4 | 10/01/12 | 10/05/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | MTWTF-- | :30 | 5 | \$400.00 | 3 | 0.00 | NM | 5 | \$2,000.00 | |
| NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$400.00 | | 0.00 | | | | |
| | | | | | | | | | | | | | | Totals | 48 | \$21,750.00 |



WDAF-TV

ORDER

Print Date 09/17/12 Page 1 of 2

Flight Dates 09/18/12-09/23/12

Contract / Revision 574553 /

Original Date / Revision
09/17/12 09/17/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Buying Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Product

MISSOURIANS 4 KOSTER

Agency Com 15%

Billing Contact

25 Whitlock Place
Suite 201
Marietta, GA 30064

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09812005

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL1lb

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 40% Market Value 26250

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 18% | 4725 |
| KCWE | % | 0 |
| KMBC | 18% | 4725 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 23% | 6037 |
| KSMO | 1% | 262 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| September 2012 | 22 | \$8,925.00 | \$10,500.00 | 0.00 | 08/27/12 | 09/23/12 | 22 | \$8,925.00 | \$10,500.00 |
| Totals | 22 | \$8,925.00 | \$10,500.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|---|----|----------|----------|----------------------|--------|---------------------------|---------|-----|-------|----------|-----|------|------|------------------------|------------|
| E 1 | 4 | 09/18/12 | 09/21/12 | M-F 6-7a M-F 6-7a | CM-All | 6-7a | --WTF-- | :30 | 4 | \$450.00 | 2 | 0.00 | NM | 4 | \$1,800.00 |
| NEWS Start Date 09/17/12 End Date 09/23/12 Weekdays --WTF-- Spots/Week 4 Rate \$450.00 Rating 0.00 | | | | | | | | | | | | | | | |
| E 2 | 4 | 09/18/12 | 09/21/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | --WTF-- | :30 | 4 | \$300.00 | 3 | 0.00 | NM | 4 | \$1,200.00 |
| NEWS Start Date 09/17/12 End Date 09/23/12 Weekdays --WTF-- Spots/Week 4 Rate \$300.00 Rating 0.00 | | | | | | | | | | | | | | | |
| 3 | 4 | 09/22/12 | 09/22/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$225.00 | 2 | 0.00 | NM | 1 | \$225.00 |
| NEWS Start Date 09/17/12 End Date 09/23/12 Weekdays -----S- Spots/Week 1 Rate \$225.00 Rating 0.00 | | | | | | | | | | | | | | | |

Contract / Revision **574553** Flight Dates **09/18/12-09/23/12**

Original Date / Revision 09/17/12/ 09/17/12

| | | | | |
|------------|----------------------|---------|----------------------|------------|
| Advertiser | Koster/D/Atty Gen/MO | Product | MISSOURIANS 4 KOSTER | Estimate # |
|------------|----------------------|---------|----------------------|------------|

| | | | | | | | | | | | | | | Totals | |
|--------|----|-------------------|-----------------|------------------------------|--------|-----------------------------|-------------------|-----|-------------|----------|---------------|------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| 4 | 4 | 09/23/12 | 09/23/12 | Su 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S | :30 | 1 | \$150.00 | 2 | 0.00 | NM | 1 | \$150.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 5 | 4 | 09/18/12 | 09/21/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | --WTF-- | :30 | 3 | \$450.00 | 2 | 0.00 | NM | 3 | \$1,350.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | 3 | | \$450.00 | | 0.00 | | | | |
| E 6 | 4 | 09/18/12 | 09/21/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | --WTF-- | :30 | 3 | \$600.00 | 2 | 0.00 | NM | 3 | \$1,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | 3 | | \$600.00 | | 0.00 | | | | |
| 7 | 4 | 09/22/12 | 09/22/12 | Sa 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | -----S- | :30 | 1 | \$225.00 | 2 | 0.00 | NM | 1 | \$225.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | | 1 | | \$225.00 | | 0.00 | | | | |
| E 9 | 4 | 09/18/12 | 09/21/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | --WTF-- | :30 | 3 | \$750.00 | 2 | 0.00 | NM | 3 | \$2,250.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | 3 | | \$750.00 | | 0.00 | | | | |
| E 11 | 4 | 09/18/12 | 09/21/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | --WTF-- | :30 | 2 | \$750.00 | 2 | 0.00 | NM | 2 | \$1,500.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | 2 | | \$750.00 | | 0.00 | | | | |
| Totals | | | | | | | | | | | | | | 22 | \$10,500.00 |